

Role Description

Role title	Sustainability Marketing Intern
Responsible for	Providing marketing support to Ardea International
Location	Work from home, occasionally meet at the office based in Henfield or the law society in London.
Hours	Flexible – depends on your availability, minimum of 14 hours a week for a total number of 225 hours for the period of the internship
Placement Dates	Start July 2016
Remuneration	£8. 4 0 an hour and reasonable expenses

Key Responsibilities

1	Help implement the current marketing plan with a view to increase the sales both online resources and face to face consultancy Ardea International
2.	Implement a social media plan with focus on sustainability and sport and events sector
3.	Research to support work of Ardea International
4	Help with backend of the website to upload blogs and guides as appropriate
5	Understand and apply google analytics
5	Help create mailing lists and develop mailchimp offering
6	Gain an understanding of customers for Ardea
7	Help develop on line direct email marketing campaign, feeding into social media
8	Help with the monthly newsletter-

9	Help ensure content plan is up to date and consider new opportunities for developing toolkits
10	Attending events and feeding back to Ardea International team members

Person Specification

Qualifications		Essential	Desirable
	Bachelors degree (2:1)		✓
	Keen interest in sustainability human rights and/or human rights the law previous experience)	✓	
Skills, Knowledge & Experience			
	Interest in business and human rights / sustainability and will share our values. See Ardea Code of Conduct	✓	
	Creative thinker who is interested in applying skillset to help create change	✓	
	Self motivated with ability to work under direction or own initiative to prioritize work effectively		✓
	Able to track/ monitor impact of marketing		✓
	Working with Microsoft word and tracked changes	✓	
	Excellent research skills	✓	
	The ability to write in a user-friendly and engaging style	✓	
	Excellent time management skills and ability to meet deadlines	✓	
	Has worked within a team(s)	✓	
	Work experience in the private or public sector will be an advantage	✓	
	Excellent organisational skills	✓	
	Attention to detail and strong editing skills		
	Strong communication skills in relaying information to the team by email and voicing any issues	✓	
	Experience in social media (ie twitter, linked in, etc)	✓	
	Uphold the values of Ardea International	✓	
	Fluent written and spoken English	✓	



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